



THREE RINGS

THE BALLANTINE NEWSPAPER

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P. BALLANTINE & SONS

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P

August 1961

PLANS SET FOR 4TH ANNUAL "FAMILY DAY" TRIP SEPT. 9

Story on Page 3



Family Matter. The Ballantine Employees' Family Day trip to Yankee Stadium on September 9th held the center of the stage at a meeting last week between Ballantine and Yankee representatives. Shown discussing plans are, from left, Ballantine Personnel Manager Lud [unclear] chueler, Yankee pitcher Whitey Ford, Ballantine Recreational Coordinator Bob Geiger, Yankee Manager Ralph Houk, Yankee Assistant General Manager Jack White and Yankee catcher Elston Howard. Pitcher Ford was especially interested in the plans because September 9th is also his "day" at the Stadium. The Messrs. Houk and Howard commented, "As Ballantine family members ourselves, during the off season, we're happy to do all we can to make this year's outing a success."

POINTED . . .

Up The Ladder

ons in the news: *Ronald Burke* from Supervisor Trainee to Warehousing . . . *Harry O'Neill* from Merchandising to Relief Salesman, Cranston, R. I. Branch . . . *Albert* from Relief Salesman, Baltimore Branch, to Merchandising Chesapeake Division . . . *Paul Caldwell* from Router to er, Delivery . . . *Andrew J. O'Connor* from Personnel Inter-Personnel Procedures Assistant . . . *John L. Sumner* from Scheduling Clerk to Assistant Section Supervisor Manpower . . . *Ralph Quinn* from District Sales Representative, North Division, to Merchandising Training Supervisor, Merchan-

* * *

Perfect Season

Production Control's *Adam Lerie* knows what it feels like to manage a baseball team which turns in a perfect record . . . Adam managed the Sacred Heart Senior Boys Club nine, composed of boys 15 to 18 years old, which recently completed an undefeated, untied and unscored upon campaign. The team won eight victories and earned the championship of the Kearny Police Athletic League.

* * *

"3 Ring" Shop Popular

The recently opened "3 Ring" Shop has proved to be very popular with employees . . . Since opening day June 7th more than 1000 employees have visited the shop to purchase Ballantine party and novelty items . . . The store is located adjacent to the Industrial Relations Department office on the third floor of the Utility (Cafeteria) Building . . . Biggest sellers to date have been the "party kits" and the barbecue sets . . . Many other attractive articles are also on sale . . . The shop, which caters exclusively to employees, is open Wednesdays and Thursdays from 11:30 a.m. to 4:30 p.m. for your convenience . . . It's your store so take advantage of its many bargains.

* * *

Theatre Trip

A bus trip to the Jones Beach Marine Theatre was enjoyed last month by forty-nine Ballantine ladies and their friends . . . The ride, in an air conditioned bus, was arranged by *Mrs. Ann Polny* of the Delivery Department . . . The gals saw "Paradise Island", the current show at the Marine Theatre, featuring *Guy Lombardo* and his Royal Canadians.

* * *

Three Retire

Quarter Century Club member *Eugene H. Jackson* was one of three Ballantine men who retired at the end of last month . . . The other two are *Charles E. Henrich* and *Harry Lechnowsky* . . . Eugene and Charles both worked in N. J. Bottle Sales while Harry worked in the Garage . . . Our best wishes for a happy retirement go to the three.

* * *

Comes Under Accounting

The Data Processing Division has been transferred from the Transportation Department to the Accounting Department. It is now under the general direction of the company Treasurer, *Harold Tisch* . . . Tisch announced that *Edward Banias*, Data Processing Division attendant, will report to *Edwin Churchwell*, Assistant Comp-

In The Family

Married. *Andrew Fallone*, Bottling, to *Alice Saldutti* at a ceremony in Newark.

Married. *Thomas McFeeley*, Checker, to *Jean Sona*, at a ceremony in Newark.

Married. *Robert Ryan*, Warehousing, to *Sarah Desmond* at a ceremony in Newark.

Born. A daughter, *Karen Arlene*, to Mr. and Mrs. *James Sleeman* at Riverview Hospital, Red Bank. *Karen Arlene* weighed seven pounds at birth. She joins two brothers in the Sleeman household. Dad works in Addressograph.

Born. A son, *Douglas Michael*, to Mr. and Mrs. *Victor Fadool* at Methodist Hospital, Brooklyn. *Douglas Michael* weighed seven pounds, nine and three-quarter ounces at birth. He joins two sisters in the Fadool household. Dad works in New York City Bottle Sales.

Born. A daughter, *Jennifer*, to Mr. and Mrs. *Nicholas Guarino* at Columbus Hospital, Newark. *Jennifer* weighed six pounds, 11 ounces at birth. She joins two brothers in the Guarino household. Dad works in New York City Bottle Sales.

Born. A son, *Patrick Joseph*, to Mr. and Mrs. *John L. McClusky* at St. Peter's Hospital, New Brunswick. *Patrick Joseph* weighed six pounds, eight and a half ounces at birth. He joins a brother, *John L. II*, and a sister, *Susan*, in the McClusky household. Dad works in the Technical Department.

Born. A son, *David*, to Mr. and Mrs. *Robert Sharkey* at Elizabeth General Hospital. *David* weighed six pounds, two ounces at birth. He joins three brothers, *Kevin*, *Paul* and *Brian*, in the Sharkey household. Dad is a Brewery Supervisor.

Born. A son, *Arthur D.*, to Mr. and Mrs. *Harry Johnson* at Valley Hospital, Ridgewood. *Arthur* joins a sister, *Dianne*, and a brother, *Wayne*, in the Johnson household. Dad is a Warehousing Supervisor.

Born. A daughter, *Julianna*, to Mr. and Mrs. *Chester Karnas* at Mountinside Hospital, Montclair. The new arrival weighed eight pounds, four ounces at birth. She joins two sisters, *Jeannie Marie* and *Marialana*, and a brother, *Frank*, in the Karnas household. Dad is a Brewery Supervisor.

Born. A son, *Patrick A., Jr.*, to Mr. and Mrs. *Patrick A. O'Boyle*, Sr. at Columbia Hospital, Washington, D. C. The new arrival weighed seven pounds, two ounces at birth. Dad works at our Washington Branch.

Born. A son, *Richard Louis*, to Mr. and Mrs. *Richard P. Samartin* at Overlook Hospital, Summit. *Richard Louis* weighed nine pounds, 14 ounces at birth. He joins a sister, *Michelle*, in the Samartin household. Dad works in the Sales Department.

NEW WISE OWL



Robert McGarry, who works in Warehousing, became the newest member of Ballantine's Wise Owl Club last month. McGarry was saved from possible eye damage recently because he was wearing his safety glasses on the job. Personnel Manager *Ludwig E. Schueler* is shown presenting the new club member with his Wise Owl plaque. *Donald A. Morrison*, Assistant General Transportation Manager, right, looks on.

INDUSTRY NEWS

Belgium Leads

Belgium, which in 1959 gave up first place to Luxembourg in the world per capita beer consumption standings, resumed the number 1 spot last year, according to figures made available recently by the Brewers' Society in London.

Belgium's per capita consumption was reported at 34.3 U.S. gallons. The United States, with 15.1 gallons, was 11th, being surpassed by Luxembourg, 33.3; Australia, 27.0; West Germany, 26.9; New Zealand, 26.8; United Kingdom, 22.5; Denmark, 19.0; Austria, 19.0; Switzerland, 16.4; and Canada, 15.9.

Sees Growth

A USBA News Letter last month quoted a recent Investment Line Survey prediction that "The brewing industry is poised on the threshold of a period of growth."

The News Letter added, "The same source points out that the brewing industry's most important and sizable group of customers, the 20 to 40 age group, which expanded by only one-half of one per cent between 1955 and 1960, will grow by four per cent between 1960 and 1965 and nine per cent by 1970. The faster rise in the 20 to 40 age group is expected to be spearheaded by the 'war babies' of the early 1940's, most of whom are now reaching beer drinking age. The investment publication warns that prices must remain competitive with those of soft drink manufacturers, that operations must be as geographically diversified as possible and that good promotional activities must be consistently practiced, if brewers are to fully capitalize on the sales opportunities that lie ahead during this decade."

36 Receive Service Pins

Service Pins were awarded to 36 employees during July. The recipients were:

20 Years

Fred J. Carr, Bottling
Douglas L. Crum, Accounting
Walter Cunliffe, Accounting Supervisor
Lewis A. Dawkins, Bottling
Patrick L. Devone, Delivery
William J. Dumler, Assistant to Brewing Manager
Thomas V. Ganley, Warehousing
Arthur T. Gustafson, Credit Manager
Edward J. Halligan, Brewing
Frank Lorenzetti, Bottling
William C. Miele, Warehousing Supervisor

Marie K. Murphy, Accounting
Albert Reboli, Bottling
Joseph Schwartz, Brewing
George Wikander, Bottling
Arthur Wilson, Bottling
John Wohlsiffer, Warehousing

15 Years

Anthony J. Anconetani, Technical

Nicholas Borgfeldt, District Sales Manager
Joseph B. Crabill, Delivery
John E. Keimig, Jr., District Manager, N. Y. C. Draught Sales
John E. Rapp, Albany Branch

10 Years

Charles F. Crane, Warehousing
George D'Amico, Engineering
Frederick Dorward, Bottling
John G. Durkin, N. Y. C. Bottle Sales
William B. Gorski, N. Y. C. Draught Sales
Charles H. Lambrecht, Delivery
George Leahy, Delivery
Edward Vellucci, Delivery

5 Years

Vincent Bogdanski, Warehousing
Margaret E. Burke, Technical
Robert Schindler, Advertising
Aloysius J. Smith, District Sales Manager
William C. Waller, N. Y. C. Bottle Sales
Richard J. Wonsik, Staff Assistant, Sales

Close To Home

It is with sincere regret we report the deaths of the following employees during recent weeks:

Clyde Emerson, N. J. Bottle Sales. Mr. Emerson began his Ballantine career in August, 1935. He joined the Ballantine Quarter Century Club last year. He lived at 710 Finlay Place, South Orange.

Frederick Schmid, Sr., Bottler. Mr. Schmid joined Ballantine in February, 1934 and was a member of the Quarter Century Club. His son, *Frederick Schmidt, Jr.*, is a Ballantine Machinist. Mr. Schmid lived at 602 So. 18th Street, Newark.

Harold McCabe, Warehouseman. Mr. McCabe joined Ballantine in February, 1939. His brother, *Felix*, is a Bal-

lantine Yardman. Mr. McCabe lived at 55 Oxford Street, Newark.

Raymond Williams, Pensioner. Mr. Williams started his Ballantine career in November, 1939. He was a Salesman at our Washington Branch and retired in May, 1958. His address was Box 164, Route #1, Callao, Virginia.

Bruce Crispell, Red Bank Branch Driver. Mr. Crispell started his Ballantine career in July, 1939. He lived at 155 Mechanic Street in Red Bank.

August Heinrich, Stockhandler. Mr. Heinrich began his Ballantine career in November, 1944. He lived at 40 Lexington Street, Newark.

The sympathy of all of us at Ballantine goes to the families of these men.

Tickets Going Fast for 4th 'Family Day' Outing

If you've forgotten to buy your tickets for the fourth annual Ballantine Employees' Family Day Bus Outing to Yankee Stadium, you'd better move fast. Tickets for the affair, set for Saturday, September 9th, have been going at a rapid rate and at this writing almost 1500 have been sold. Only a few are left.

This year's Family Day participants will ride to Yankee Stadium in style. The committee has arranged for air conditioned buses.

The buses will leave from the Raymond Boulevard employee parking lot at twelve noon the day of the affair. The location is a switch from last year and the change was made to make it convenient for those attending to park their cars in the Raymond Boulevard lot close to where the buses will be loaded. The buses will return to the parking area immediately after the game.

The Family Day crowd will see the New York Yankees, one of the hottest teams in the American League, play the always dangerous

Cleveland Indians. Added excitement is in store for the Ballantine family because September 9th is "Whitey Ford Day" at the Stadium. The great Yankee pitcher is having one of his best years.

Committee members who have worked to make this year's affair a success include: Luther Bennett, George Boylan, John Buryk, Millie D'Allesandro, Charles Fox, Frank Freibott, William Gollin, Francis Kelly, William Kloss, George Leaver, Paul Logan, William Meade, John Novak, Ken Johnson, Angus Jacobs, Frank Pulidore, Tom Rati-gan, "Rosey" Rosamilia, Joe Staple-ton, Stanley Trebus, Tom Ward, Morris Weingast, Gus Wermuth and George Wilverding.

Moving Day Arrives For Transportation Offices

The Transportation Organization executive offices, Delivery Department offices, and Production, Planning and Control Department offices were moved from the Transportation Organization Building on Christie Street to the fourth floor of the Utility Building in the last few days. The former building is needed for the construction program.

The moves were the first in a series of office relocations set off by the expansion-construction work.

Early in September the driver dispatching operations, cashiers, uniform clerk and drivers' lockers, now in Plant 1, will be transferred to new headquarters on the third floor of the Plant 2 Warehouse.

Also next month, another scheduled move will take place when the Credit Department shifts to more spacious offices located in still another section of the Utility Building's fourth floor. Credit is now located on the fourth floor of the General Office building.

The last of the office relocations, which will affect several departments in all, will take place late in the Fall.

Warehousing Moving

As forecast in last month's Three Rings, workmen at this time

are concentrating on moving the Plant 1 Warehousing operations into a completed section of the ultramodern warehousing and packaging plant now under construction. When the moving job is finally completed, all Plant 1 storing, palletizing and shipping operations will take place in the new building.

Concurrent with Warehousing's move, an obsolete Plant 1 pint bottling unit is being dismantled and will be replaced with a modern unit toward the end of 1961.

To give workers more room in which to carry out the Plant 1 Bot-tle House expansion, which is part of the over-all construction work, 16-ounce can operations have been moved to Plant 2. The operations will go back to Plant 1 next year.



TOUR — Warehousing Department Supervisors last month toured the new warehousing and packaging plant's completed section, which will be Warehousing's new home. The Supervisors, a group of whom is shown here, took the tour as part of an all day Saturday meeting to discuss the new facilities. Warehousing's move to the new building is going on now. Bottling Department Supervisors met the same day as the Warehousing men and discussed operational matters relating to the expansion program.

'Who Is The Ale Man?', Theme Of New Ads For Ballantine Ale

WHO IS THE ALE MAN?

FIRST — This is the opening ad in our new "Who Is The Ale Man?" campaign which started this month.

A question we hope will bring more than 16,000,000 "I am" answers is the theme of a new advertising campaign for Ballantine Ale which started last week in Life Magazine.

Look Again

Without peeking can you remember the color of the socks you put on this morning?

Here's betting you can't.

No, there's nothing wrong with your memory or your eyesight. It's just that there's nothing unusual about putting on socks and there's no particular reason why you should remember.

All through the day we have similar experiences. We climb steps without really looking at them, talk to people without noticing things like the colors of their shirts, shoes or ties, pass familiar objects without a second glance, and perform certain duties such as driving a car without thinking about the motions.

In the same manner we can be barraged with safety messages all the time without really hearing them. Sometimes it takes the shock of an accident to provide the spark of remembrance.

What are we trying to say? Just this. Safety, unlike putting on your socks, is something you can't afford to take for granted.

Unfortunately, some people do. Going on the assumption nobody wants an accident, they are blissfully unaware that they can cause one by not really seeing what they are doing — or by not looking where they are going — or by letting personal problems fog their minds when they should be concentrating on their work.

The possibilities for causing accidents are limitless. But they fade away to nothing when you're alert. The guy with his eyes open, who sees everything around him, doesn't have the kind of accident that results from human failure.

How about you?

The question is "Who Is The Ale Man?"

To help the more than 16,000,000 potential ale drinkers from Maine to Florida to reach the answer we want to the query, our new ads portray the ale man as a leader, a man of achievement, the type of individual who excels in all his undertakings. Successful career men who have all these qualifications feature the ads as examples of the men who drink and enjoy Ballantine Ale.

Our marketing experts believe that testimonials for Ballantine Ale from extraordinary men will get other men to join the Ballantine Ale bandwagon. Accordingly, they have picked with care, men who are outstanding, to be the "ale men" in the new campaign. Each of the men chosen is a standout in his particular field, is and has been a Ballantine Ale drinker, and is the sort of individual who does not

ordinarily lend his name for testimonials.

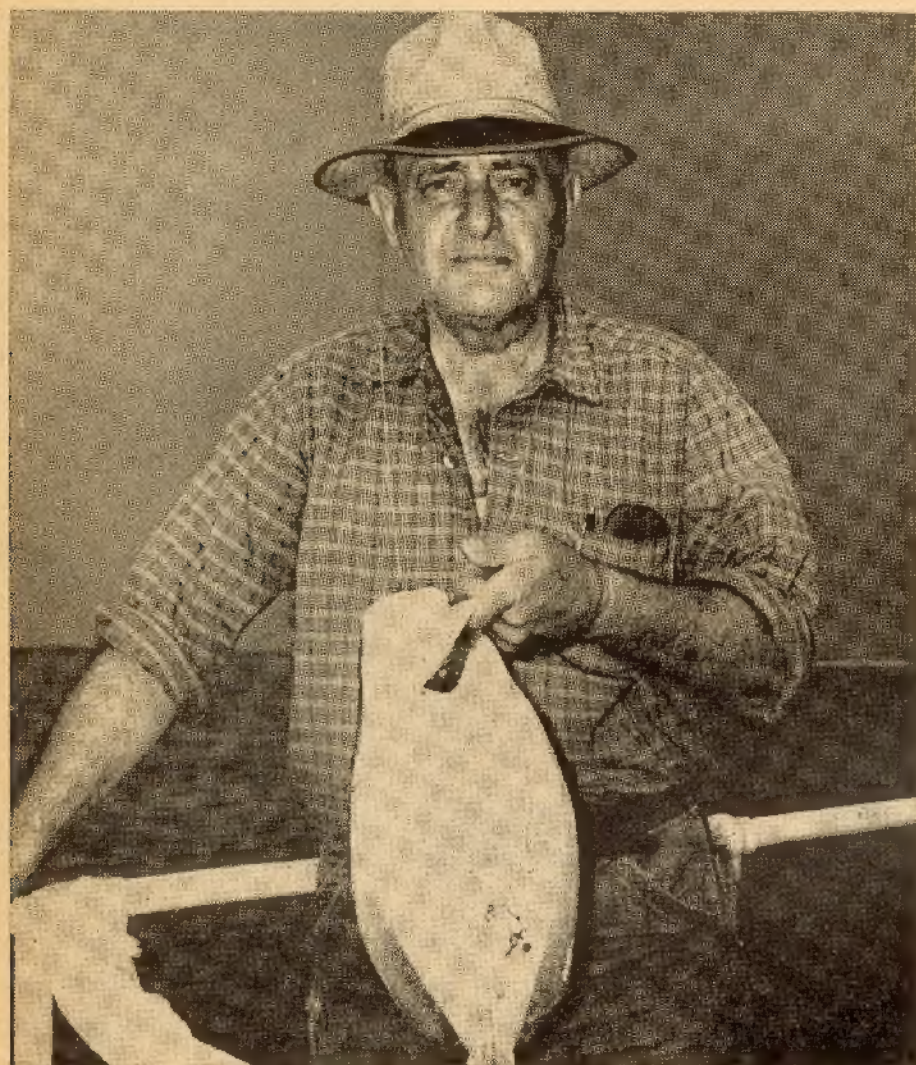
The "ale man" in the first ad of the series is Elliott Burch, Brookmeade Stable's head trainer. Burch, who was on the cover of Time last year, is one of horse racing's youngest successes. He counts Sword Dancer among the champions he has developed at Brookmeade. Future ale men include noted author Eugene Burdick and Squaw Valley Director Alec Cushing.

Three different ads in the "Who Is The Ale Man?" series will run in Life, Look and the Saturday Evening Post between this month and the end of the year. The campaign will get underway in the August 26th issue of the Post and the September 12th edition of Look. Other ads will follow. TV commercials will continue the theme during Yankee baseball broadcasts and on the "Sing Along With Mitch" TV show.

WORKING ON HIS SECOND GALLON



Sam Moschella, a member of the Ballantine Employees' Blood Bank Gallon Club, was one of 185 persons who took part in the two-day collection for the bank this month. The emergency collection at the Brewery was necessary to replenish depleted supplies. Forty-four pints of blood were collected earlier in the month at our New York City Office for the employees' bank there.



WINNER — Bob Gordon holds the three pound Fluke which earned him first prize in the employees' fishing tournament this month.

130 Participants In Fishing Tournament

Bob Gordon of Production Control caught the biggest fish in the annual Employees' Deep Sea Fishing Tournament held on August 12th. Bob earned the tournament's top prize with a three pound Fluke.

About 130 Ballantine men took part in the annual tournament and

four boats carried the participants. Prizes were also awarded for the biggest fish caught on each boat.

Gordon's first prize win made him ineligible to earn a boat prize. The boat winners were George Moffett, Joe Fenton, Ronald Reggio and John J. Reilly.



EARNED PRIZES — The five men who earned prizes in the Deep Sea Fishing tournament are shown in the foreground of photo here. They are George Moffett, Bob Gordon, Joe Fenton, John J. Reilly and Ronald Reggio. Gordon won the tourney's top prize, the other four men won awards for the biggest fish caught on the four boats which carried the tourney participants.

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Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Brewery and Bottle House, Plant 2, Henry Weber; Credit, Ruth Brennan; Engineering, Jane Brozowski; Merchandising, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Tom Anderson; Cranston, Mary R. Mullen; Red Bank, Faith W. Hessel; Tillson, Elaine F. McCann; Washington, Louis Frid.

TRADEMARK "THREE RINGS" REG. U. S. PAT. OFF.
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All Stars Win Afternoon Division Softball Title; Evening Race Tied

One race is over and the other is far from over. That in a nutshell is the story in the two interdepartment softball league divisions.

The one that's over is the afternoon division competition in which the undefeated All Stars team left little doubt of its superiority as it rolled to its tenth straight victory and the division title early this month.

The issue still in doubt is in the evening division where the Payroll and Engineering teams finished the season tied for first place. Both teams won 11 games and lost one. A play-off game is set for this week to decide the division winner.

The tie developed when the Engineering squad handed the Payroll men their first loss of the season, 7-2, in a game played on August 8th. The victory represented revenge for the Engineering men because Payroll had beaten them, 8-3, earlier in the season.

Spearheading Engineering's win over Payroll was pitcher Len Scelfo. Besides holding Payroll to just two runs, Scelfo led the batting attack with a homer of his own.

In the afternoon division, the climax of the competition came when the All Stars defeated Low Seniority, 19-6, late last month. Low Seniority was the only team left with a mathematical chance of catching the All Stars.



THE CHAMPS — This is the All Stars team, winner of the Men's Interdepartment Softball League afternoon division title. Kneeling, from left, are Ed Doyle, Ed Jacko, Rudy Pikna, Lou Bennett, Jake Kuzirian, Bernie McNally, Bob Jones, George Peck and Jim McPherson. Standing, Mike Felber, John Klink, Tommy Roach, Joe Gesumaria, Mike Drahl, Gus Norulak, Ben Feldheim, Leon Rygiel and Elmer Mitchell. In front are Michael Felber, scorekeeper; Robert Jones, bat boy; and Ronald Felber, ball chaser. Some of the members of the All Stars squad were not present when photo was taken.

Ballantine Nine Wins Tournament

For the second year in a row, Ballantine's softball nine has emerged the winner of the Newark Industrial Softball Tournament.

The Three Ring men earned the honor, in the five team tourney, by turning back two teams, Lumus and Weston. The Lumus squad lost to the Ballantine team by a 6-2 score, and Weston went down to defeat by a 1-0 count.

In addition to winning the tournament, the Ballantine nine also annexed the first half championship of the Ironbound Industrial Softball League this month. The team now has a record of eight wins and no losses in the league and has six games remaining in second half competition. If victorious in the second half, the team will have earned the over-all league championship for the third straight year.

Men's Bowling Starts Sept. 8

The 1961-62 Men's Interdepartment Bowling League action will start on Friday, September 8th. The number of teams which will see action, the number of divisions and where they will compete, was to be discussed at a meeting to be held this week.

Rosey Rosamilia has been re-elected president of the men's league. Also re-elected were Joe Freeman, vice president; and Mike Kiselyk, secretary-treasurer.



STEPPING HOME — Len Scelfo, who blasted a home run for the Engineering team in game against Payroll this month, is pictured completing the trip around the bases. Scelfo also pitched in spearheading the Engineering win.

Pro Grid Games Set for Radio and Television

Professional Football fans will get a full diet of games on radio and television this coming season thanks to Ballantine.

Starting September 17th, Three Ring brews will sponsor an 18 game television schedule, featuring New York Giant games, over 15 CBS stations covering a nine state area. The 18 games include 14 Giant tilts, three specially selected National Football League contests, and the league's Playoff Bowl game. The September 17th opening game will pit the Chicago Cardinals against the Giants.

In the New York, New Jersey metropolitan area, Channel 2 will carry all of the games except the

Giant home contests in Yankee Stadium. WNEW, radio, New York, will broadcast the regular season Giant games both at home and on the road. WNEW, which is located at 1130 on the AM dial, and 102.7 FM, is also broadcasting several pre-season exhibition games.

In addition to the Giant and special NFL coverage, Ballantine will sponsor a 12 game television schedule, featuring the World Champion Philadelphia Eagles, over three Pennsylvania stations.

In the Washington, D.C. area Ballantine will sponsor the radio broadcasts of 14 Washington Redskins games over WTOP.